



Consumer Marketing Report

Presented to the
Tourism Advisory Council

Lewistown, Montana
October 2, 2007





Inquiries & Web Visitation



Montana Promotion Division · Department of Commerce



Warm Season Inquiries

January 1-August 31, 2006 & 2007

Campaign	2006	2007	% Change
Warm Season:			
Print	51,464	56,183	9%
Television	13,492	1,426	-89%
Misc. Promo	5,273	7,456	41%
WS TOTAL	70,229	68,065	-3%
3 Parks			
Incomplete (FY07 Fall Campaign still in progress)			
Misc. Inquiries	19,414	11,525	-41%
GRAND TOTAL	89,643	76,590	-15%





Internet Analysis

January 1-August 31, 2006 & 2007

Website	2006	2007	% Change
Visit MT	4,664,823	6,595,102	41%
Winter	950,445	1,199,415	26%
3 Parks	40,123	45,377	13%
Lewis & Clark	268,748	263,947	-2%
Montana Kids!	1,014,416	923,606	-9%
Indian Nations	213,047	386,589	81%
Dinosaur Trail	100,508	164,556	64%
GRAND TOTAL	7,252,110	9,578,592	32%





Campaign Totals

2006 & 2007

Campaign	2006	2007	% Change
Warm Season	89,642	76,590	-15%
Internet	7,252,110	9,578,592	32%
GRAND TOTAL*	7,341,752	9,655,182	32%

*Does not include 3 Parks or Invite-A-Friend



Warm Season Updates



Montana Promotion Division · Department of Commerce



Sweepstakes Winners

- Montana Kids!
 - Anne Dreher, Fenton, MI
- Montana Treasure Trek (Minnesota)
 - Ron McCloud, Maple Grove, MN
- Montana Treasure Trek (Drive Market)
 - Richard Brogdon, LaPine, OR
- Backpacker
 - Jack Anderson, Colorado Springs, CO





Research Underway

Website conversion studies

- SkiMT/WinterMT.com – recently completed
- VisitMT.com – conversion component in process

Branding

- Focus groups completed in August
- Statewide workshops to be held in November

Magazine conversion study (FY07)

- To begin this fall
- Incorporating an additional geotourist element





2007-08 Winter Campaign

- National Campaign
- Key Market- Minneapolis/St. Paul
- Key Market- Seattle
- In-State/MSAA Partnership
- Snowmobile Campaign

TOTAL BUDGET: \$758,676.99





National Winter Campaign

- Magazine
- Internet
- Direct Mail
- Outside's PowderPlay Tour





Winter Magazine

Publications

- NWA WorldTraveler (4pg co-op spread)*
- Sunset: Inside Seattle (one-page co-op)
- Outside*
- Outside Buyer's Guide*
- Horizon Air
- Ski
- Skiing
- SnoWorld
- Freeskier
- National Geographic Traveler

*Includes advertorial

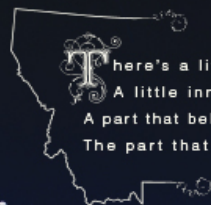




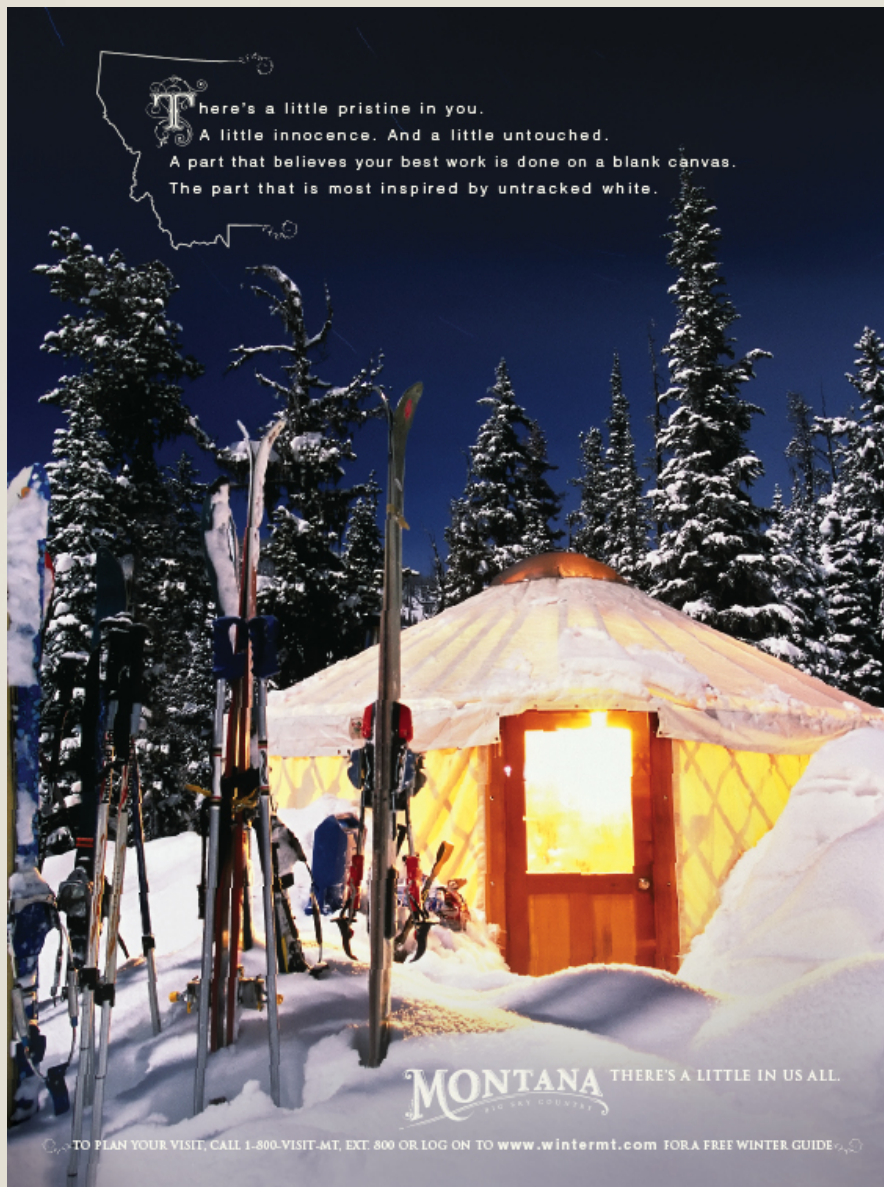
Winter Magazine

- Campaign runs Oct 07 through Dec 07
- \$176,778.06
 - Co-op contribution: \$5,212.48 (3% of total)
- Circulation: 4,245,000
- CPM: \$40.42





There's a little pristine in you.
A little innocence. And a little untouched.
A part that believes your best work is done on a blank canvas.
The part that is most inspired by untracked white.



MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 800 OR LOG ON TO www.wintermt.com FOR A FREE WINTER GUIDE.

Winter Magazine

MONTANA
BIG SKY COUNTRY

Montana Promotion Division · Department of Commerce

There's a little powder day in you.
A part that was born in the snow.
Who's no stranger to elevation.
Or long johns. It's the part that
makes us all kids at heart.



MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

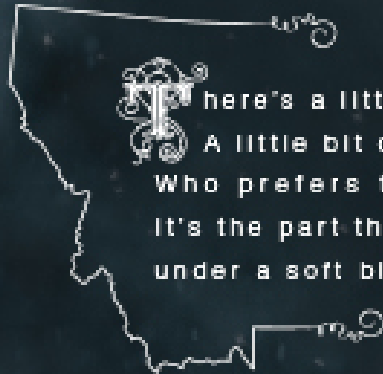
TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 803
OR LOG ON TO www.wintermt.com FOR A FREE WINTER GUIDE.

FLY DIRECT TO 7 MONTANA CITIES - WWW.ALASKAIR.COM *Horizon Air*

Winter Magazine

MONTANA
BIG SKY COUNTRY

Montana Promotion Division · Department of Commerce



There's a little Old Man Winter in you.
A little bit of frost on the chin.
Who prefers the quiet. The solitude.
It's the part that sleeps better
under a soft blanket of snow.



MONTANA
BIG SKY COUNTRY

THERE'S A LITTLE IN US ALL.

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 809 OR LOG ON TO www.wintermt.com FOR A FREE WINTER GUIDE.

Winter Magazine

MONTANA
BIG SKY COUNTRY

Montana Promotion Division · Department of Commerce

Special Advertising Section

GOLD WEST COUNTRY, MONTANA: WHERE FIRE & ICE AWAIT

Gold West Country, a fabled landscape perched in the mountains of southwestern Montana, offers the gamut of winter fun. Blend a morning of cross-country skiing or snowshoeing through the historic mining camps of Mount Haggin with an afternoon of rejuvenating soaking at Jackson Hot Springs Resort. You'll also find a number of spirited, "mom & pop" ski areas such as Lost Trail Powder Mountain, Maverick and Great Divide that will remind you why you fell in love with the sport in the first place. Did we mention nonexistent lift lines?

Those of the moto-persuasion will find a bounty of groomed snowmobiling trails in Gold West Country. Powder hounds will froth at the deep snow bounty that awaits in the region's expansive national forests. Throttle up, cowboy.

GLACIER COUNTRY, MONTANA: DON'T BE FRIGHTENED BY THE SNOW GHOSTS

Located in northwestern Montana, near the charming railroad town of Whitefish, the newly renamed Whitefish Mountain Resort (formerly Big Mountain) offers an unparalleled skiing (and snowboarding!) experience. Glide through powder draped trees, affectionately called "snow ghosts." Between runs marvel at the surrounding peaks that include the dramatic alpine backdrop of Glacier National Park. After skiing, wet your whistle at the famous Hellroaring Saloon (their nachos are world-class) or soak in the history of the Great Northern Railroad at the Stumptown Museum. If a slightly slower pace is more your speed, glide into Glacier National Park on your cross-country skis or snowshoes and enjoy the solitude and frosty beauty the winter months bring to this historic national park.

Montana Tourism Resources:

<p>MONTANA TOURISM OFFICE 1-800-VISIT-MT ext. 800 visitmt.com</p>	<p>GOLD WEST COUNTRY 1-800-878-1159, ext. 800 goldwest.visitmt.com</p>	<p>BIG SKY RESORT 1-800-548-4486 bigskyresort.com</p>
<p>GLACIER COUNTRY 1-800-338-5072 nwa.glaciertmt.com</p>	<p>BOZEMAN CVR 1-800-228-4224, ext. 802 visitbozeman.net</p>	

WINTER EVENTS

CHRISTMAS STROLLS (Missoula, Bozeman & Lewistown) December 1-8, 2007

ESSEX ANNUAL SKI FEST (Essex) January 5-6

RACE TO THE SKY SLED DOG RACE (Helena) February 8-14

WILD WEST WINTERFEST (Bozeman) February 15-17

RENDEZVOUS CROSS-COUNTRY SKI RACE (West Yellowstone) February 23

NATIONAL SKI JORING FINALS (Red Lodge) March 8-9

Reconnect with winter in Montana this season.

For more information and to order your free winter vacation guide, visit www.visitmontana.com or call 1-800-VISIT-MT ext. 800.

Every snowflake is special. Here, they're **DOWNRIGHT PRIVILEGED.**



Every year, more than 30 feet of snow has the distinct honor of landing here in Western Montana. You could be here, too. Call now for your Travel Guide.

Montana's GLACIER COUNTRY
800-338-5072 | www.nwa.glaciertmt.com


Behold

the biggest skiing in America*





The Big Sky Resort - Moonlight Basin interconnect offers over 5,500 acres of terrain, impressive vertical and a lack of lift lines. Big Sky, Montana. A place all your own. bigskyresort.com 1-800-548-4486



AS AN OLD AG TOWN, BOZEMAN HAS A STRONG WORK ETHIC. BUT GOOD LUCK FINDING IT ON A POWDER DAY.

Bozeman is centrally located near three world-class ski areas, thousands of acres of snow laden forest and Yellowstone National Park. Combine this with a cuzzy art scene and it's all part of the attraction of winter in Bozeman. Visit www.nw.visitbozeman.net or call 1-800-228-4224, ext. 802.

BOZEMAN
MONTANA

Yellowstone Adventures




EXPLORE YELLOWSTONE THIS WINTER!

1-800-231-5991
www.yellowstoneadventures.com

 Yellowstone Adventures
331 Dunraven Street
P.O. Box 649
West Yellowstone, MT 89736

"WHERE WINTER BLUES TURN INTO WINTER AHHHH'S"



GOLD WEST COUNTRY

Where Montana Begins

REQUEST A FREE TRAVEL PLANNER AT 1-800-878-1158, EXT. 800 OR VISIT WWW.GOLDWEST.VISITMT.COM

WorldTraveler Co-op

MONTANA
BIG SKY COUNTRY

There's a little powder day in you.
A part that was born in the snow.
Who's no stranger to elevation.
Or long Johns. It's the part that
makes us all kids at heart.



1-800-338-5072
www.sun.glaciertmt.com

GLACIER COUNTRY
MONTANA

Montana's Glacier Country. Where winter has a warming effect. For great downhill skiing, snowboarding, snowmobiling, cross-country skiing and snowshoeing, you need a lot of cold, dry powder. Glacier Country has it, along with luxury lodges, hot springs resorts and country B & Bs, where the sleigh rides are warm and the hospitality is vintage Montana.



1-800-879-1159, ext. 800
www.goldwest.visitmt.com

MONTANA'S
GOLD+WEST
COUNTRY

Gold West Country, Montana
Turn those winter blues into winter shins...After a day of outdoor recreation, enjoy one of Gold West's hot springs. These hot springs are all fed from natural geothermal features. Gold West has one thing in common when it comes to a vacation destination...a love for the simple life that is Montana.



MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 810
OR LOG ON TO www.wintermt.com FOR A FREE WINTER GUIDE
FLY DIRECT TO 7 MONTANA CITIES - WWW.ALASKAFLIER.COM *Horizon Air*

Sunset Co-op

MONTANA
BIG SKY COUNTRY

Montana Promotion Division · Department of Commerce



Winter Internet

Search Engines

- Google, Kanoodle, Yahoo!

Banner Ads & Text Listings

- Away Network *new for FY08 winter*
 - Includes away.com, gorp.com, gorptravel.com, outside.com
- freeskier.com
- onthesnow.com (Mountain News)
- rsn.com / goski.com (Resorts Sports Ntwk)
- skinet.com (Ski / Skiing / SnoWorld magazines)
- xcskiworld.com (Cross Country Ski World)
- xcski.org (Cross Country Ski Assn.)





Winter Internet

E-newsletter “e-vertorial”

- freeskier.com

Web Video (:10 and :15 sec pre-roll)

- freeskier.com
- skinet.com
- accuweather.com

In-Text Video Advertising

- Vibrant Media (includes MSNBC, Fox, and other sites)



Hottest ski destinations

http://www.worldtravelguide.net/feature/6/index/Hottest-ski-destinations.htm

SP@Work

eSilentPartner: eTime

Hottest ski destinations

WTG
WORLD TRAVEL GUIDE

COLUMBUS GUIDES

You are in: World Travel Guide >

Home
Country Guides
City Guides
Airport Guides
Attraction Guides
Event Guides
Tour Guides
Cruise Guides
Features
World Clock
Weather Guides
Appendices
News
Link to Us
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Travel Centre
Hotels
Cheap Flights
Hostels
Travel Insurance
Car Hire

Cheapflights.com
Cheap Airline Tickets

Search [Email A Friend](#)

HOTTEST SKI DESTINATIONS

In association with 

November 2006

The clocks have gone back and the temperatures are dropping, which means it's time to don your woolly hat and wax your skis and boards. Here are the best places to go this winter.

Go now

For [skiers](#) and boarders, a minute longer to slide down never ends on Austria's [www.hintertuxergletscher.at](#)

In Tignes, France (well above the mountain to La Grande Tignes (11,480ft).

Alternatively, beat the crowds and sneak in some early turns in Switzerland. **Saas Fee** (website: [www.saas-fee.ch](#)) has a solid base and the Swiss national team have been spotted race training.

Across the Atlantic, the gods have been smiling on Colorado, which has seen huge dumps of powder. **Copper Mountain** (website: [www.coppercolorado.com](#)) and **Breckenridge** (website: [http://breckenridge.snow.com](#)), which boasts the highest lift in North America, promise fantastic early season conditions.

Go big

SOME CALL MONTANA HEAVEN

Maybe it's because we're covered in white, or because we have short lift lines. Whatever the reason, we invite you to enjoy our winter pine and spruce dusted with luxurious snow, gorgeous mountains sparkling in the sunlight. And although there's a nip in the air, you won't find a warmer welcome anywhere. Except maybe in heaven.

[www.skimt.com](#)

Thomson.co.uk
Don't just travel, travel with a smile
[Click here](#)

Expedia.co.uk
Let yourself go
[Book Now](#)

Atlasdirect
Travel Insurance

CHOOSE GUIDE

Guides
select...

Buy a Columbus Travel Guide or World Atlas Here

Done

In-text Internet Advertising





Winter Internet Co-ops

Onthesnow.com email blast

- Bozeman CVB
- Yellowstone Country
- Big Sky Resort
- Bridger Bowl

Away.com & network geo-targeted banners

- Bozeman CVB

Accuweather.com streaming pre-roll video

- Glacier Country
- Yellowstone Country
- Big Sky Resort





Winter Internet Co-ops

continued

Freeskier.com streaming pre-roll video

- Big Sky Resort
- Bridger Bowl

Skinet.com streaming pre-roll video

- Bozeman CVB
- Bridger Bowl

In-text, pay-per-click streaming video

- Big Sky Resort





Winter Internet

Timing

- November 07 through March 08

Search Engines/In-text

- Cost: \$49,280.00
- Clicks: 75,000
- Cost-per-click: \$0.66

Content Websites

- Cost: \$60,369.20
- Impressions: 2,725,000
- CPM: \$22.15





Winter Internet

Total Budget: \$109,649.20

Co-op contribution

- \$14,885.92 (14% of total)
- 340,000 impressions/clicks (12% of total)



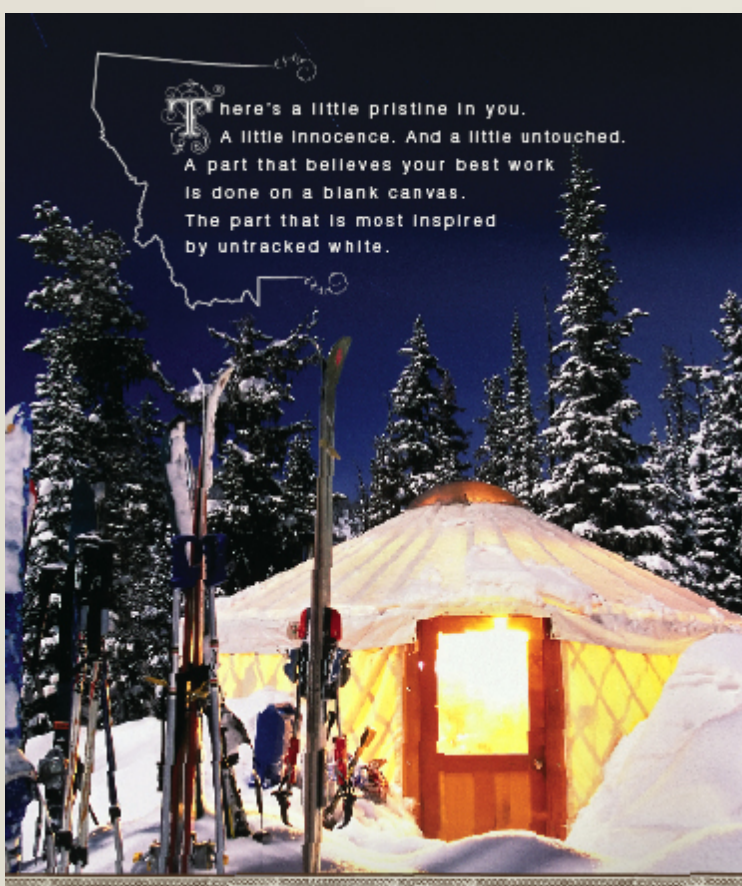


Direct Mail

Treasure Chest

- 4C, double-sided insert
- Skiers mailing (Oct 07): 500,000 recipients
- Vacationers mailing (Oct 07): 500,000 recipients
- Cost: \$17,500
 - includes April 08 mailing to 500,000





There's a little pristine in you.
A little innocence. And a little untouched.
A part that believes your best work
is done on a blank canvas.
The part that is most inspired
by untracked white.

From full-service resorts covering 5,512 skiable acres to charming one-lift day areas, a ski vacation in Big Sky Country is chock full of pleasant surprises. To request a free vacation guide, log on to www.skimt.com or call 1-800-VISIT-MT, ext. 812.

MONTANA THERE'S A LITTLE IN US ALL
BIG SKY COUNTRY



LIFT & LODGING
PACKAGES AS LOW AS

\$59*

TO SKI & STAY

PER PERSON/DAY WHEN YOU
SKI 4 DAYS & STAY 4 NIGHTS.

Available all season. Based on double occ. Does not include applicable sales tax. Some restrictions may apply. *Not available at all ski areas.

Book your winter vacation today. For more information on this & other vacation packages at ski areas around Montana, or to order a free vacation guide, log on to www.skimt.com or call 1-800-VISIT-MT, ext. 812.



There are 16 unique
ski areas in Montana.

MONTANA
BIG SKY COUNTRY

Direct Mail (Front & Back)

MONTANA
BIG SKY COUNTRY

Montana Promotion Division · Department of Commerce



PowderPlay Tour

- Added-value with Outside Magazine
- Promotional materials to be distributed
- One- and two-day events in four cities
 - Boston
 - Dallas
 - Chicago
 - San Francisco (Icer Air event)





MN Key Market

- Billboard
- Radio
- Coffee Sleeves
- Montana Roadshow at REI





Billboard (MN)

- Nov 2007 through Feb 2008
- One board strategically placed
 - coming into Minneapolis from SE suburbs
- \$15,882.75
- 3,294,000 impressions
- CPM: \$4.82



Radio (MN)

- Air dates: 2 weeks prior to Roadshow
 - Weeks of October 1 & October 8, 2007
- Four stations
- \$57,856.85
- MN Creative: one spot featuring Gov. Schweitzer 🔊





Coffee Sleeves (MN)

- Coffee sleeves (2 designs) printed w/customized Montana/MN message
- 367,500 sleeves distributed via 35 independent café locations
- November 2007 through January 2008
- \$30,702.00 (\$0.08 cost per cup)



Coffee Sleeves (MN)



MONTANA
BIG SKY COUNTRY



Montana Roadshow

- October 13 & 14, 2007
- REI store in Bloomington, MN
- Attending
 - Travel Montana
 - 5 Major Ski Areas: Big Sky, Bridger, Moonlight, Red Lodge & Whitefish
 - Bozeman/West Yellowstone CVB
 - Glacier Country/Missoula CVB
 - Whitefish CVB
- Promotion
 - REI e-newsletter & event invite- Sept & Oct
 - Travel MT e-invite- October
 - Travel MT post-show e-blast
 - Roadshow giveaway webpage



REI E-mail Blast



Enter
TO WIN
A MONTANA WINTER
VACATION
FOR 2
AT THE BLOOMINGTON, MN
REI

MONTANA
ROADSHOW

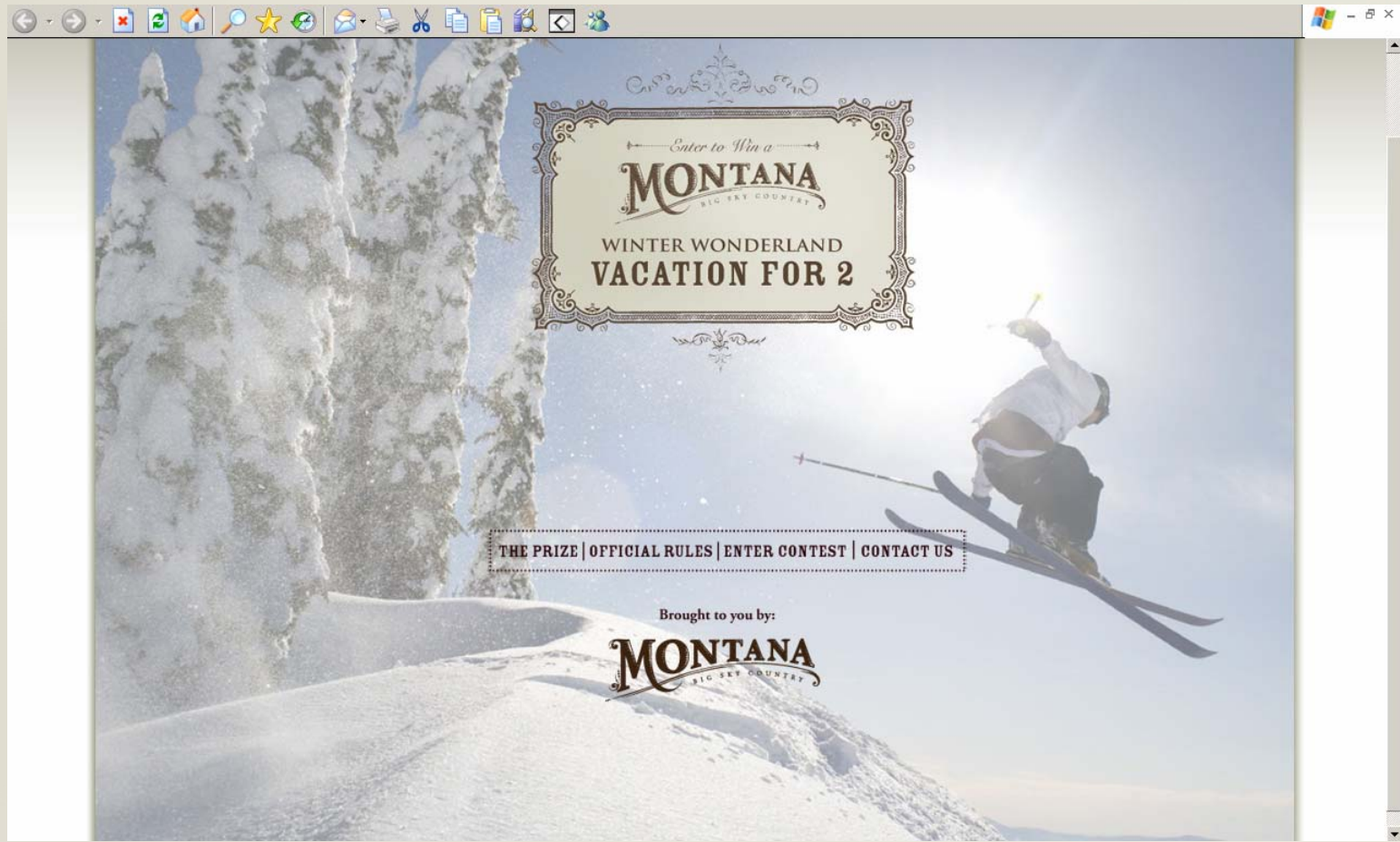
OCTOBER 13-14

Chat with reps from 5 Montana ski areas & 5 tourism regions on Saturday from 10am-9pm and Sunday from 11am-6pm. Drawings & free giveaways will occur throughout this 2-day event. Register to win a winter trip for two to Montana. **ENTER TO WIN!**

SKIMT.COM

MONTANA
BIG SKY COUNTRY

Winter Giveaway Webpage



MONTANA
BIG SKY COUNTRY

Montana Promotion Division · Department of Commerce



Seattle Key Market

- Print Campaign
- Radio
- Coffee Sleeves
- Montana Roadshow at REI





Print Campaign (SEA)

- 4 weeks in November 2007
- 4C and B&W ads; creative TBD
- Seattle Times, Seattle Post-Intelligencer, & Pacific NW Magazine
- \$18,795.11
- Circulation: 1,665,888
- CPM: \$11.28



Commercial Radio (SEA)

- Air dates: 2 weeks prior to Roadshow
 - Weeks of October 29 & November 5, 2007
- Four stations
- \$36,509.20
- SEA Creative: one spot featuring Gov. Schweitzer 🔊





Public Radio (SEA)

- Puget Sound Public Radio sponsorship
- Air dates: Nov 07 through Jan 08
- :10 online streaming audio pre-roll
- Cost: \$5,712.00
- Impressions: 705,710
- CPM: \$8.09





Coffee Sleeves (SEA)

- Coffee sleeves (2 designs) printed w/customized Montana/SEA message
- 525,000 sleeves distributed via 50 independent café locations
- November 2007 through January 2008
- \$44,100.00 (\$0.084 cost per cup)



Coffee Sleeves (SEA)





Montana Roadshow

- November 10 & 11, 2007
- REI flagship store in Seattle, WA
- Attending
 - Travel Montana
 - 5 Major Ski Areas: Big Sky, Bridger, Moonlight, Red Lodge & Whitefish
 - Bozeman/West Yellowstone CVB
 - Glacier Country/Missoula CVB
 - Whitefish CVB
- Promotion
 - REI e-newsletter & event invite- Oct & Nov
 - Travel MT e-invite- Nov
 - Travel MT post-show e-blast
 - Roadshow giveaway webpage





In-State/MSAA Partnership

- In-state & regional web campaign utilizing ski footage from FY07 co-op
- :15 web videos will be created and rotated throughout 4-month campaign
- Will drive traffic to www.skimt.com & ski area webpages
- Travel Montana e-Marketing dept integrating snow conditions reporting & increasing visibility of “Learn to Ski” program on www.skimt.com





In-State/MSAA

Internet Media: MT Newspapers

- Standalone and :15 preroll on major MT newspaper websites
- Mid-November 2007 through mid-March 2008
 - Missoulian.com
 - RavalliRepublic.com
 - BillingsGazette.com
 - HelenalR.com
 - MontanaStandard.com
 - DailyInterlake.com
 - BozemanDailyChronicle.com
 - GreatFallsTribune.com





In-State/MSAA

Internet Media: Regional Newspapers

- Standalone video with ski report on regional newspaper websites
- Mid-November 2007 through mid-March 2008
 - SouthIdahoPress.com (Burley/Hailey, ID)
 - MagicValley.com (Twin Falls, ID)
 - RapidCityJournal.com (Rapid City, SD)
 - BismarckTribune.com (Bismarck, ND)
 - Tdn.com (Longview, WA)





In-State/MSAA

Internet Media: MT TV News

- :15 pre-roll video on Montana TV news websites (CBS affiliates)
- December 2007 through February 2008
 - Ktvq.com (Billings)
 - Kbkz.com/kxlf.com (Bozeman/Butte)
 - Krtv.com/kslh.com (Great Falls/Helena)
 - Kpax.com/kaj.com (Missoula/Kalispell)





In-State/MSAA

Internet Media: NewWest.net

- NewWest.net
- November 15, 2007-March 15, 2008
 - Exclusive snowblog sponsorship
 - Banners
 - Blogvertorial
 - Video links



NewWest.net Placement

The screenshot shows a web browser window displaying the NewWest.net Snowblog. The browser's address bar shows the URL <http://www.newwest.net/snowblog/>. The page features a navigation bar with links like "Getting Started", "Latest Headlines", "SP@Work", "eSilentPartner: eTime", "SP@Home", "eSilentPartner: eTime", "Web Doodle Email", and "Pandora Internet Rad...". The main header includes the "New West SNOWBLOG" logo and the tagline "The Voice of the Rocky Mountain West". A search bar is located on the left, and a sidebar lists "NEW WEST LOCAL SITES" and "NEW WEST NETWORK" categories. The main content area displays a featured article titled "Montana Ski Resort Changes Name" by Matthew Frank, dated 6-13-07. The article discusses the Big Mountain Resort's name change to Whitefish Mountain Resort. Below the article, there is a section for "BRIDGER MOUNTAIN VILLAGE" with a sub-headline "Tabled: Bridger Canyon Developers Retract Application". A map of Montana is visible in the bottom left corner. The right sidebar contains various advertisements, including "Montana Gays & Lesbians", "Haho MLS.com", and "Live the Montana Dream". A large, stylized graphic on the right side of the page reads "FOLLOW YOUR FOLLY" and "OURS IS BEER" with a logo for "NEW BELGIUM BREWING".

Snowblog | New West Network | Colorado, Idaho, Montana, New Mexico, Utah, Wyoming

<http://www.newwest.net/snowblog/>

Getting Started Latest Headlines SP@Work eSilentPartner: eTime SP@Home eSilentPartner: eTime Web Doodle Email Pandora Internet Rad...

New West SNOWBLOG
The Voice of the Rocky Mountain West

ADVERTISE | NEWSLETTERS | FEEDS | LOGIN

SEARCH NEW WEST

Advanced Search GO

NEW WEST LOCAL SITES
Find your town page here

SELECT A LOCAL SITE

NEW WEST NETWORK

- Front Page
- Growth and Public Policy
- Business & the New Economy
- Politics
- Environment
- Books & Writers
- Arts, Film & Events
- New West Living
- Travel & Outdoors
- Events
- New West Images
- Unfiltered

Big Mountain No More

Montana Ski Resort Changes Name

Big Mountain Resort announced Wednesday its new name will be Whitefish Mountain Resort, Dan Testa of the Flathead Beacon reports.

"On the eve of our 60th anniversary, we have looked back to understand what has made us special and unique to our guests," said Winter Sports Inc. CEO Fred Jones in a press release. "We have looked at where we are today from the perspective of our guests' current and evolving needs, as well as our dynamic competitive landscape and where gaps exist to meeting and improving on guest needs."

[Click here for the story.](#)

By Matthew Frank, 6-13-07 | [comments \(3\)](#) | [email story](#) | [print story](#)

BRIDGER MOUNTAIN VILLAGE

Tabled: Bridger Canyon Developers Retract Application

In a surprising move, Bridger Canyon Partners requested the Gallatin County Commission table their Planned Unit Development (PUD) and Related Conditional Use Permits (CUP) in order for the developers to further discuss the controversial development with the Bridger Canyon Property Owners' Association.

On Tuesday, May 15, the Gallatin County Planning and Zoning Commission

FOLLOW YOUR FOLLY

NEW BELGIUM BREWING

OURS IS BEER

Read img.youtube.com





In-State/MSAA

Budget & Campaign Cost

- Campaign budget: \$45,000
 - Travel Montana contributes \$30,000
 - MSAA contributes \$15,000
- Campaign media cost: \$35,347.20
- Impressions: 2,705,000
- CPM: \$13.07





SkiMT.com

New Design for Ski Area Webpages

Sample: Whitefish Mountain Resort

http://skimt.com/dhski/whitefish_mountain_resort.htm



Montana Promotion Division · Department of Commerce





Sled the Rockies

Snowmobile Campaign



Montana Promotion Division · Department of Commerce



FY06 Snowmobile Campaign Results

- Advertising Recap
 - 15,365 clicks
 - 0.30% click-through rate
 - \$2.35 cost per click
- Visitor sessions up 19% (30,083 in FY06 vs. 25,305 in FY05)
- Montana's page was the #1 visited state page
- Contest entries
 - 9,325 entries (vs. 2,797 entries in FY05) – up 233%
 - Contest winners from NV, CO, & NC
 - 40% of entries were from western states
 - MN & WI represented largest non-western states
 - 6.84% and 6.53% of entries, respectively



FY07 Snowmobile Print

Publications

- AAA Living
- American Snowmobiler
- Home & Away
- National Geographic Adventure
- Outside
- SnoWest
- SnowGoer
- Sunset
- VIA
- Western Guide to Snowmobiling
- State Snowmobile Assn. Publications
 - MN, WI, & MI

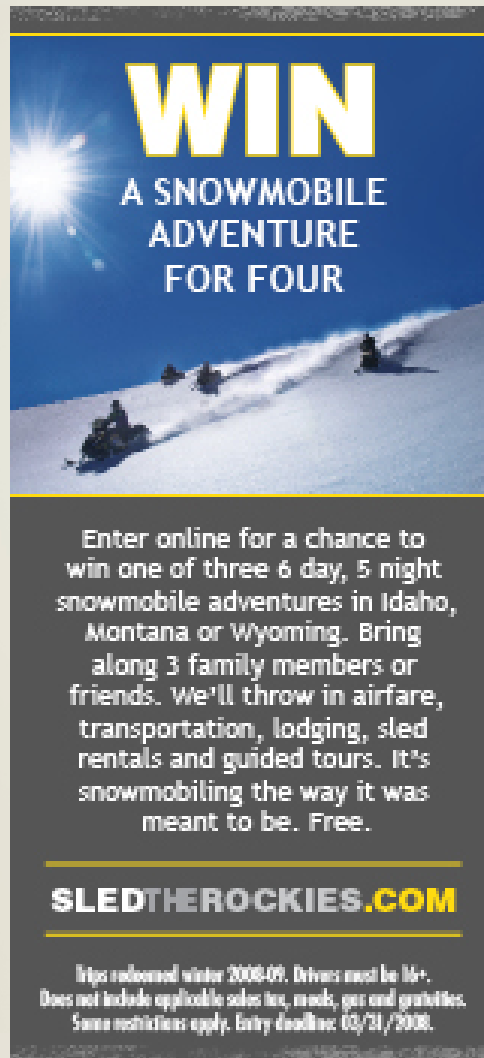
Total Cost
\$47,100.40

Total Circ
8,342,836

CPM: \$5.65



Snowmobile Print



WIN
A SNOWMOBILE
ADVENTURE
FOR FOUR

Enter online for a chance to win one of three 6 day, 5 night snowmobile adventures in Idaho, Montana or Wyoming. Bring along 3 family members or friends. We'll throw in airfare, transportation, lodging, sled rentals and guided tours. It's snowmobiling the way it was meant to be. Free.

SLEDTHEROCKIES.COM

Trips redeemed winter 2008-09. Drivers must be 16+. Does not include applicable sales tax, meals, gas and gratuities. Some restrictions apply. Entry deadline: 02/31/2008.





Snowmobile Internet

Search Engines

- Overture.com
- Google.com

Content Websites

- SnoWest.com – banner ads, e-NL, webcam sponsorship
- Off-Road.com – banner ads & micro-site
- Weather.com – geo-targeted banner placement

Ad Serving/Ad Tracking





Snowmobile Internet

Timing

November 1, 2007 – March 31, 2008

Creative

Idaho to develop; co-op to approve

Cost

\$39,999.12

Impressions/Clicks

Search Engines: 8,933 (\$0.90 cost per click)

Content Sites: at least 3,178,950 (CPM n/a)





www.SledTheRockies.com
Updated Look, New Content





Presentation will be available at:

www.TravelMontana.mt.gov



Montana Promotion Division · Department of Commerce

